

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property  
Organization  
International Bureau



(43) International Publication Date  
1 September 2005 (01.09.2005)

PCT

(10) International Publication Number  
**WO 2005/080523 A1**

- (51) International Patent Classification<sup>7</sup>: **C09J 153/02, C08F 297/04, A61L 15/58**
- (21) International Application Number: **PCT/EP2005/050614**
- (22) International Filing Date: 11 February 2005 (11.02.2005)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:  
04100665.1 19 February 2004 (19.02.2004) EP
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- (81) Designated States (*unless otherwise indicated, for every kind of national protection available*): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.
- (84) Designated States (*unless otherwise indicated, for every kind of regional protection available*): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

— with international search report

*For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.*



A1

**WO 2005/080523 A1**

- (54) Title: LOW VISCOSITY HOT-MELT ADHESIVE COMPOSITION FOR NON-WOVENS

(57) Abstract: Low hot-melt adhesive compositions used in non-woven assemblies, comprising: a) 100 parts by weight of a block copolymer of the formula S-(I/B)-S, wherein S represents a predominantly poly(styrene) block and (I/B) represents a polymer block obtained by at random copolymerization of a mixture of predominantly isoprene and butadiene in a weight ratio in the range of from 60:40 to 40:60, wherein the total block copolymer has an apparent molecular weight in the range of from 124.000 to 145.000 and has a poly(styrene) content of from 30 to 34 wt% and a coupling efficiency of from 60 to 100 %, b) from 250 to 300 parts by weight of a tackifying resin, c) from 5 to 150 parts by weight of a plasticizer, and d) from 1 to 3 parts by weight of auxiliaries, such as stabilizers and/or antioxidants, and disposable articles, comprising at least a non-woven element and assembled by the use of said low hot-melt adhesive compositions as well as block copolymers used therein.